

DOCKET SECTION

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268

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JAN 28 3 19 PM '98

POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

Postal Rate and Fee Changes, 1997

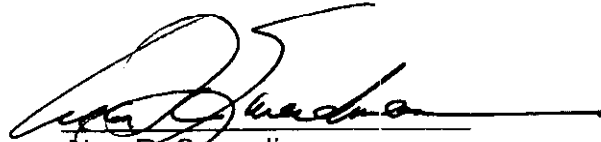
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Docket No. R97-1

ERRATA TO DIRECT TESTIMONY
OF
GREETING CARD ASSOCIATION
WITNESS ERICKSON
(GCA-T-1)
(January 28, 1998)

Page	Line	Correction
iv		Change "Exhibit GSA-1" to "Exhibit GCA-1" Change "Exhibit GSA-2" to "Exhibit GCA-2"
v	18	Change "cultural" to "culture"
1	4	Change "Exh. GSA-1" to "Exh. GCA-1"
17	2	Change "talk" to "to talk"
21	17	Change "4.5" to "4.0"
21	FN 28	Add "Household Diary Study"
Exh. 1		Change "Exh. GSA-1" to "Exh. GCA-1"
Exh. 2		Change "Exh. GSA-2" to "Exh. GCA-2"
Exh. 2	page 2	Substitute new Page 2 (attached)

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Alan R. Swendiman", is written over a horizontal line.

Alan R. Swendiman
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Attorney for Greeting Card
Association

Dated: January 28, 1998

Cultural Significance of Greeting Cards Survey

Ethnicity	Quota Group				Age			Gender		Income			Ethnicity			
	Total	GENRL	AFRCN	HISPN/	18-35	35-54	55+	MALE	FE- MALE	<\$20K	\$20K- \$40K	>\$40K	WHITE	AFRCN	HISPN/	OTHER
		POPLN	AMER.	LATIN										AMER.	LATN	
	400	320	40	40	113	165	122	151	249	109	81	142	256	81	25	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Euro-American	256	233	1	22	72	95	89	100	156	54	65	99	256			
	64%	73%	3%	55%	64%	58%	73%	66%	63%	50%	80%	70%	100%			
African-American	81	36	36	9	20	39	22	28	53	23	28	22		81		
	20%	11%	90%	23%	18%	24%	18%	19%	21%	21%	35%	15%	0%	100%		
Hispanic/Latino	25	19	1	5	12	12	1	11	14	6	8	10			25	
	6%	6%	3%	13%	11%	7%	1%	7%	6%	6%	10%	7%			100%	
Native American	10	10			2	4	4	6	4	2	1	3				10
	3%	3%		0%	2%	2%	3%	4%	2%	2%	1%	2%				26%
Asian-American	8	7		1	1	6	1	2	6	2	1	4				8
	2%	2%		3%	1%	4%	1%	1%	2%	2%	1%	3%				21%
Other	10	6	2	2	4	6	1	1	9		5	3				10
	3%	2%	5%	5%	4%	4%	1%	1%	4%		6%	2%				
Refused	10	9		1	2	3	5	3	7	1	1	1			10	
	3%	3%		3%	2%	2%	4%	2%	3%	1%	1%	1%			40%	0%

CERTIFICATE OF SERVICE

I hereby certify that I have on this date served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.



Alan R. Swendiman

DATE: January 28, 1998